

ABSTRAK

Pembelajaran matematika pada materi perkalian bilangan dasar di kelas III sekolah dasar masih menghadapi kendala dalam pemahaman konsep, sehingga diperlukan media pembelajaran yang lebih menarik dan mudah dipahami. Penelitian ini bertujuan untuk merancang serta mengetahui efektivitas penggunaan media pembelajaran matematika berbasis animasi 2D pada materi perkalian bilangan dasar bagi siswa kelas III SD Negeri 2 Beji. Penelitian ini menggunakan metode *Research and Development (R&D)* dengan model ADDIE yang meliputi tahap *Analysis, Design, Development, Implementation, dan Evaluation*. Produk yang dihasilkan berupa video pembelajaran animasi 2D yang dikembangkan menggunakan aplikasi CapCut. Kelayakan media dinilai melalui validasi ahli materi, validasi ahli media, dan kuesioner siswa, sedangkan efektivitas media diukur melalui hasil *Pretest* dan *Posttest* menggunakan perhitungan N-Gain. Hasil validasi ahli materi memperoleh persentase sebesar 88,57% dan validasi ahli media sebesar 85,83%, sehingga media dinyatakan layak digunakan. Hasil kuesioner siswa memperoleh rata-rata persentase sebesar 92,71% dengan kategori sangat setuju. Hasil uji efektivitas memperoleh rata-rata N-Gain sebesar 0,66 yang termasuk dalam kategori sedang, dengan 95% siswa memperoleh peningkatan pada kategori sedang dan tinggi. Berdasarkan hasil tersebut, media pembelajaran matematika berbasis animasi 2D dinyatakan layak dan efektif dalam membantu meningkatkan pemahaman siswa terhadap materi perkalian bilangan dasar.

Kata kunci: Media Pembelajaran, Animasi 2D, Matematika, Perkalian, ADDIE.

ABSTRACT

Mathematics learning on basic multiplication material for third-grade elementary school students still faced difficulties in helping students understand multiplication concepts. Therefore, more engaging learning media were needed. This study aimed to design a 2D animation-based mathematics learning media for basic multiplication material for third-grade students at SD Negeri 2 Beji. This study used the Research and Development (R&D) method with the ADDIE model, which consists of the Analysis, Design, Development, Implementation, and Evaluation stages. The resulting product was a 2D animated learning video developed using the CapCut application. The feasibility of the learning media was evaluated through material expert validation, media expert validation, and a student questionnaire, while its effectiveness was measured using Pretest and Posttest results through N-Gain analysis. The material expert validation obtained a score of 88.57%, and the media expert validation obtained 85.83%, indicating that the media was feasible for use. The student questionnaire obtained an average score of 92.71%, categorized as strongly agree. The effectiveness test resulted in an average N-Gain score of 0.66, which was classified as moderate, with 95% of students achieving improvement in the moderate and high categories. Based on these findings, the 2D animation-based mathematics learning media was considered feasible and effective in improving students' understanding of basic multiplication.

Keywords: Learning Media, 2D Animation, mathematics, multiplication, ADDIE